

Amendments to the Claims:

Please amend the claims as follows.

1. (currently amended) A display apparatus menu comprising:
a flexible carrier material;
an electronic display device on the flexible carrier material and able adapted to flexibly deform with the carrier material;
a controller coupled to the electronic display device and programmable to cause the electronic display device to display arbitrary content; and
a memory coupled to the controller to store the content.
2. (currently amended) The display apparatus menu of claim 1 wherein said display apparatus menu is capable of wireless communication.
3. (currently amended) The display apparatus menu of claim 1 wherein said controller menu is capable of electronically changing at least one of an item, a price, or an advertisement displayed on said electronic display device.
4. (currently amended) The display apparatus menu of claim 1 wherein said electronic display device menu is capable of electronically displaying a dynamic or still image.
5. (currently amended) The display apparatus menu of claim 1 wherein said display apparatus menu is connectable to a computer.
6. (currently amended) The display apparatus menu of claim 1 wherein said display apparatus menu is connectable to a network.
7. (currently amended) The display apparatus menu of claim 1 wherein said display apparatus menu is connectable to the World Wide Web.
8. (currently amended) A poster comprising:
a flexible carrier material;

an electronic display device on the flexible carrier material and adapted able to flexibly deform with the flexible carrier material;

a controller coupled to the electronic display device and programmable to cause the electronic display device to display arbitrary content; and

a memory coupled to the controller to store the content.

9. (original) The poster of claim 8 wherein said poster is capable of wireless communication.

10. (original) The poster of claim 8 wherein said poster is capable of electronic changeable advertisements.

11. (original) The poster of claim 8 wherein said poster is capable of electronically displaying a dynamic or still image.

12. (original) The poster of claim 8 wherein said poster is connectable to a computer.

13. (original) The poster of claim 8 wherein said poster is connectable to a network.

14. (original) The poster of claim 8 wherein said poster is connectable to the World Wide Web.

15. (currently amended) A map comprising:

a flexible carrier material;

an electronic display device on the flexible carrier material and adapted able to flexibly deform with the flexible carrier material;

a controller coupled to the electronic display device and programmable to cause the electronic display device to display arbitrary content; and

a memory coupled to the controller to store the content.

16. (original) The map of claim 15 wherein said map is at least one of foldable or rollable.

17. (original) The map of claim 15 wherein said map is capable of wireless communication.

18. (original) The map of claim 15 wherein said map is associated with a GPS system.

19. (original) The map of claim 15 wherein said map is capable of identifying whereabouts of a user.

20. (original) The map of claim 15 wherein said map is capable of displaying at least one of a electronic changeable advertisement, location, landmark, or weather information.

21. (original) The map of claim 15 wherein said map is capable of electronically displaying a dynamic or still image.

22. (original) The map of claim 15 wherein said map is connectable to a computer.

23. (original) The map of claim 15 wherein said map is connectable to a network.

24. (original) The map of claim 15 wherein said map is connectable to the World Wide Web.

25. (currently amended) A publication ~~eover~~ comprising:

a flexible carrier material;

an electronic display device on the flexible carrier material and adapted able to flexibly deform with the flexible carrier material;

a controller coupled to the electronic display device and programmable to cause the electronic display device to display arbitrary content; and

a memory coupled to the controller to store the content.

26. (currently amended) The publication ~~eover~~ of claim 25 wherein said publication eover is capable of wireless communication.

27. (currently amended) The publication ~~eover~~ of claim 25 wherein said publication eover is capable of displaying an electronic changeable advertisement or message.

28. (currently amended) The publication ~~eover~~ of claim 25 wherein said publication eover is capable of electronically displaying a dynamic or still image.

- | 29. (currently amended) The publication cover of claim 25 wherein said publication cover is connectable to a computer.
- | 30. (currently amended) The publication cover of claim 25 wherein said publication cover is connectable to a network.
- | 31. (currently amended) The publication cover of claim 25 wherein said publication cover is connectable to the World Wide Web.
32. (currently amended) A place mat comprising:
 a flexible carrier material;
 an electronic display device on the flexible carrier material and adapted able to flexibly deform with the flexible carrier material;
 a controller coupled to the electronic display device and programmable to cause the electronic display device to display arbitrary content; and
 a memory coupled to the controller to store the content.
33. (original) The place mat of claim 32 wherein said place mat is capable of wireless communication.
34. (original) The place mat of claim 32 wherein said place mat is capable of providing a game.
35. (original) The place mat of claim 34 wherein said game is interactive.
36. (original) The place mat of claim 32 wherein said place mat is capable of electronically displaying a dynamic or still image.
37. (original) The place mat of claim 32 wherein said place mat is capable of displaying an electronic changeable advertisement.
38. (original) The place mat of claim 32 wherein said place mat is connectable to a computer.
39. (original) The place mat of claim 32 wherein said place mat is connectable to a network.

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40. (original) The place mat of claim 32 wherein said place mat is connectable to the World Wide Web.

41. (new) The display apparatus of claim 1 further comprising a carrier material associated with said electronic display device and adapted to flexible deform with said electronic display device.

42. (new) The display apparatus of claim 41 wherein said electronic display device is formed in said carrier material.

43. (new) The display apparatus of claim 41 wherein said electronic display device is formed on said carrier material.

44. (new) The display apparatus of claim 41 wherein said electronic display device is positioned on said carrier material.

45. (new) The display apparatus of claim 41 wherein said carrier material includes static content.

46. (new) The display apparatus of claim 1 wherein said electronic display device comprises a carrier material adapted to flexible deform.

47. (new) The display apparatus of claim 1 further comprising a power source coupled to said display apparatus.

48. (new) The display apparatus of claim 47 wherein said power source comprises at least one solar cell.

49. (new) The display apparatus of claim 1 wherein said memory comprises a removable memory device.

50. (new) The display apparatus of claim 1 further comprising a sensing device coupled to said controller.

51. (new) The display apparatus of claim 50 wherein said sensing device comprises a motion sensor.

52. (new) The display apparatus of claim 1 wherein at least said electronic display device is laminated with a water-resistant protective layer.

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53. (new) The display apparatus of claim 1 wherein said electronic display device comprises a touch screen display.

54. (new) The display apparatus of claim 1 wherein said display apparatus is a menu.